



# YOUR TURN **COMMUNICATION GUIDE**



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This project has been funded with support from the European Commission.  
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Published by the European Trade Union Committee for Education – Brussels, 2020.  
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***01.***

**Overview**

# The Project

## Meeting broader goals

This communication guide is based on the national and European challenges to build a consistent communication strategy for raising online awareness and action, identified during the project 'Your Turn: Teachers for Trade Union Renewal' (VS/2018/0358).

It draws on the outcomes from three cross-European project workshops' sessions dedicated to identifying education trade unions' strategic communication skills and competences needed to address the needs, perceptions and attitudes of under-represented, new or young teachers and other education personnel towards the unions.



# The Project

## Meeting broader goals

The particular focus of this guide is on enhancing education trade unions' capacity at European, national, regional and local levels to raise awareness and to activate educators' and wider public's digital engagement for quality education, quality jobs and educators' rights, through a targeted communication strategy and online activities and tools.

Framed by the experiences of the global pandemic and the increased intense use of digital tools by the teaching profession and trade unions themselves to create space for democratic engagement, the guide is providing advice on the use of digital tools to create and to maintain a sustainable dialogue between education trade unions members of ETUCE, as they engage in processes of trade union renewal across Europe.



# Methodology

## How we worked

### PHASES



# The Guide

## How to read this document

The **communication guide** provides information on how to use digital communication tools for raising online awareness and action produced in the context of the ETUCE project 'Your Turn: Teachers for Trade Union Renewal' (VS/2018/0358).

This guide is in line with the core targets identified in the course of the project events, aimed at sustaining a Europe-wide campaign on quality education, quality jobs and educators' rights, and challenging stereotypes towards traditional forms of trade unions' engagement. Moreover, this document includes information and advice on general strategic communication competences and other skills' which support the process of critical reflection on how communication works within each organisation.





# The Guide

## How to read this document

This document does not represent a strict blueprint to direct communication actions, which are rooted in each education trade union's culture and context. It is intended to act as a basis to trigger reflections on effective and impactful communication actions by education trade unions at all levels.



# The Launch

## A coordinated action

How to launch the campaign:

- Share materials among education trade unions
- Fix a common launch date
- Dress channels with campaign identity design and assets
- Write a common message for the post zero
- The campaign should run for at least one month, posting at least one piece of content per week.
- The campaign landing page is [www.csee-etuice.org/yourturn](http://www.csee-etuice.org/yourturn)



**02.**

**Social Media**

## Campaign: naming and main message

**TOGETHER IN THE UNION**  
#ForQualityEducation

# Content creation

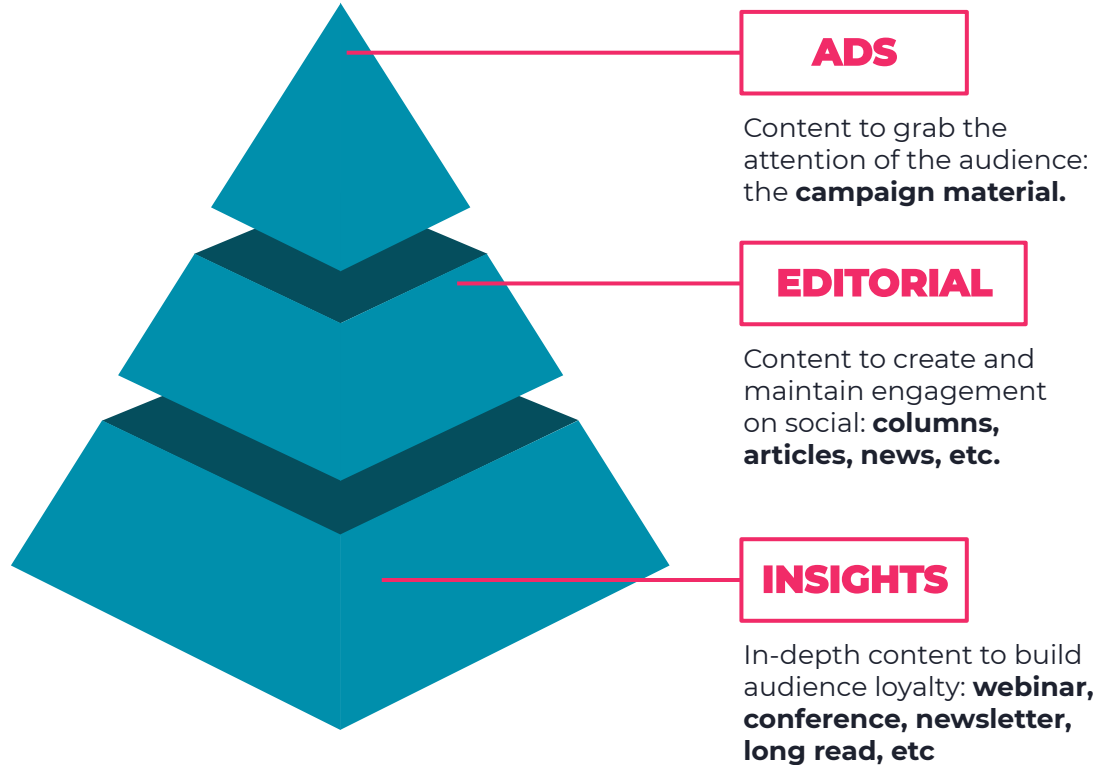
## Content is king

The campaign includes different types of content:

**ADS** → campaign visual focused on one central common message using the campaign visual identity.

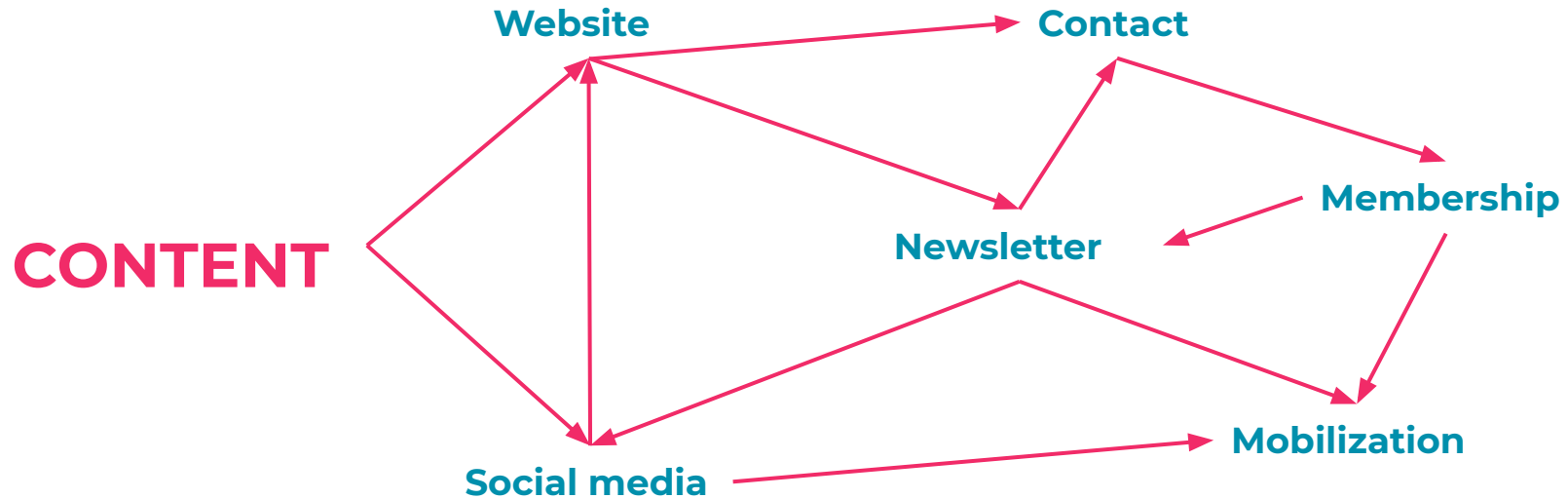
**EDITORIAL** → social media columns, posts and news about topics interesting for the audience and organised through an editorial plan.

**INSIGHTS** → in-depth content that can be published or spread in other channels (e.g. Website, Newsletter, etc.) and promoted through social media.



## Goal oriented content

Each piece of content has a specific target and a specific goal which requires a different level of engagement. Each piece of content starts a flow that can lead towards a progressive activation.



# Tone of voice

## What is our identity?

How to speak on social media, and how to do so in accordance with the content goals.

**EMOTIONAL**

**CATCHY**

**CHALLENGING**

**REAL**



**Activation and  
Mobilization**

**CLEAR**

**RELIABLE**

**INFORMAL**

**ENGAGING**



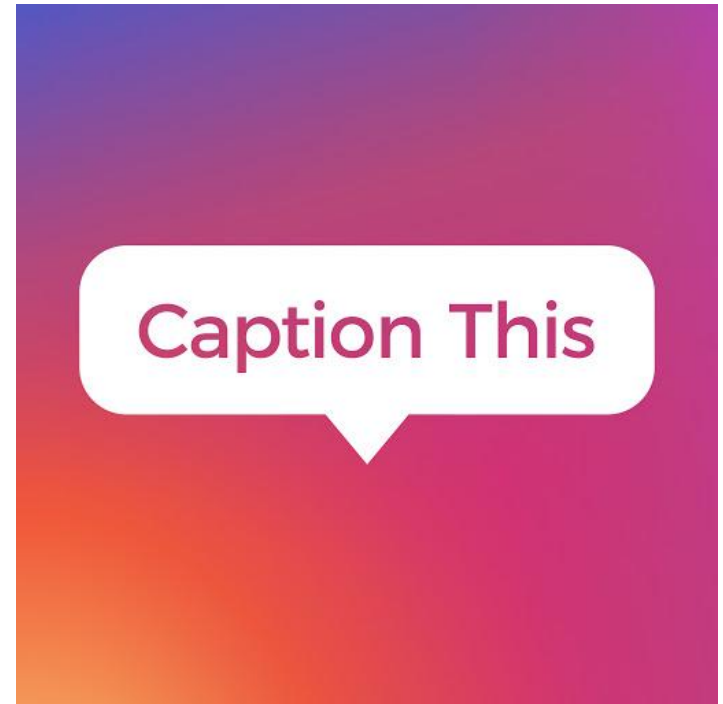
**Information and  
awareness**

# The Caption

## How to write on social media

When you write on social media remember:

- Use plain language: be easily understood
- Start with the call to action and then explain the related topic. If you put the call to action at the end, nobody will read it.
- Use storytelling and not a formal tone of voice. Social media channels are not negotiation tables
- Ask questions: use a dialogue approach and give the chance for your public to join the debate. For example: “What do you think?”
- People first: talk about people, not only about issues. Stories are important, they create communities.
- Don't use a top-down approach. As an education trade union(s) you must be open to other opinions.



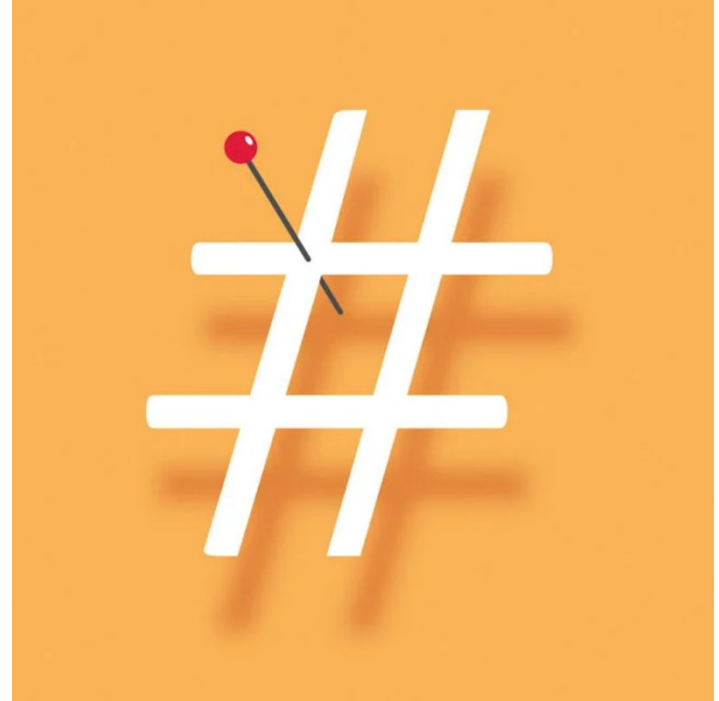


# Hashtags

## How to write on social media

Every time you share a piece of content for the campaign always use **#ForQualityEducation** (in English) in the caption, even though it is already present in the graphic. Hashtags are one of the most important elements for international coordinated campaigns for the following reasons:

- Summarise the message of the campaign.
- They can be used for user generated content.
- They are the same in all countries for international campaigns.
- They are tools to monitor the campaign and count how many shares and posts are running.
- They help the algorithm to increase the reach and to show pieces of content to your target audience..



# Call to action

## Make it clear

The call to action is the most important part of the caption and of the message to be spread:

- Call to action first: don't put the call to action at the end of the caption (or of the page and of the newsletter)
- There should only be **one** call to action in each post.
- Make it clear. Make it short.
- Make it bright and catchy: use emoticons, capitals or something that helps to give importance to it.
- Use the pronoun “you” for a more impactful tone of voice, or “we” if you want to highlight the community.
- When the call to action brings the user to another touch point (e.g. website, article, video, etc) make it sure that there is a link in terms of storytelling between the call to action and the content it is driving to.
- The main call to action could be: join the union, join the strike, subscribe to our newsletter, join the conference, etc.



# Digital PR

## Create a network

You are not an island. Try to engage stakeholders.

- When possible, you can always **tag** people or pages engaged in your activities.
- If you are tagged, repost the content and say thank you.
- If you are running a campaign, prepare a communication kit (e.g. visual, caption, hashtag) and ask your partner and stakeholder to share it.
- Make a map of groups on social media in which you can find your target audience (teachers groups on Facebook, professor groups on LinkedIn) and share your message.
- Prepare a digital kit for representatives at branch/local level (visual, caption, hashtag) and ask them to share content in their channels, including messaging apps (e.g. WhatsApp, Messenger, Telegram).



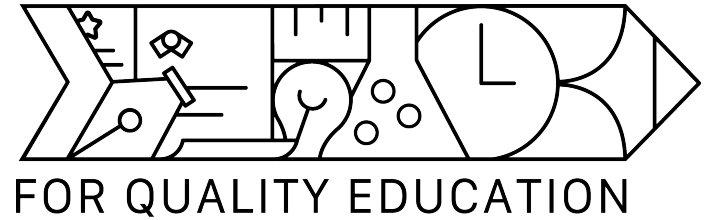
# Consistency

## Be coordinated

A communication campaign has its own identity. That means it is unique and recognisable at first sight.

**Maintaining consistency** and respecting the identity is extremely important in making a campaign successful. What does it mean to be consistent?

- Respect the visual identity (font and palette) and apply the campaign logo in all communication materials.
- Use the tone of voice, hashtag, and main message when you post something.
- If you use templates you can change texts and insert graphic elements but you should respect the design guidelines..



# Social media package

## All the material you can use

An asset package of digital communication tools for online awareness raising and action has been made available as an outcome of the project in English, Estonian, Dutch, French, German, Polish, Italian, and Spanish. All assets are available in a format that you are invited to use and publish on your media channels. The package includes:

- **A social media video** challenging stereotypes
- **Key visuals** with three main messages translated into your national languages and adapted in different post formats (Instagram feed, Instagram stories, Facebook, LinkedIn, and Twitter)..
- **Identity assets** such as covers (Facebook, Twitter, and LinkedIn) and profile pictures..
- A **template** for editorial columns that you can customise (changing picture and text in graphic)



## Key visual

**Key visuals** are available in the following formats: Instagram feed, Instagram stories, Facebook, LinkedIn, and Twitter. All key visuals are translated in English, Estonian, Dutch, French, German, Polish, Italian, and Spanish.

Key visuals draw on outcomes from three cross-European project workshops”

By publishing the key visual, **each education trade union can customise the caption according to its national context** depending on or relevant to job quality and rights protections, professionalism, and quality education. However, even though the context may vary, there is a common vision at the European level: Education trade unions stand together for quality education, together #ForQualityEducation.



**TOGETHER IN THE UNION**

**WE PROTECT OUR RIGHTS**

#FORQUALITYEDUCATION



**TOGETHER IN THE UNION**

**WE STRENGTHEN OUR PROFESSION**

#FORQUALITYEDUCATION



Seleziona un'area a cui aggiungere commenti

**TOGETHER IN THE UNION**

**WE FIGHT FOR OUR RIGHTS**

#FORQUALITYEDUCATION

## Video

The **video** was designed to be spread on social media focusing on the core messages and metaphorical icons of the logo design to explain the vision and the main goal of the campaign.

As it is a short video, it can be easily shared on social media. There is no voice over, and thus there is no need for translation. The text in bold is made to be user friendly since the majority of online videos are watched without audio.



# Video

The video is an important piece of content to challenge stereotypes towards traditional forms of trade unions' engagement. It also serves to trigger digital activism around the key role of unions in building capacity, commitment, confidence and hope in all teachers and educators to act collectively within the union to define their interests.

It inspires them to take ownership of their profession, to assert influence over their work and to promote a quality education (see Caption) union that can reach out to new or young teachers and other education personnel, who are under-represented in union structures, and to the wider public.

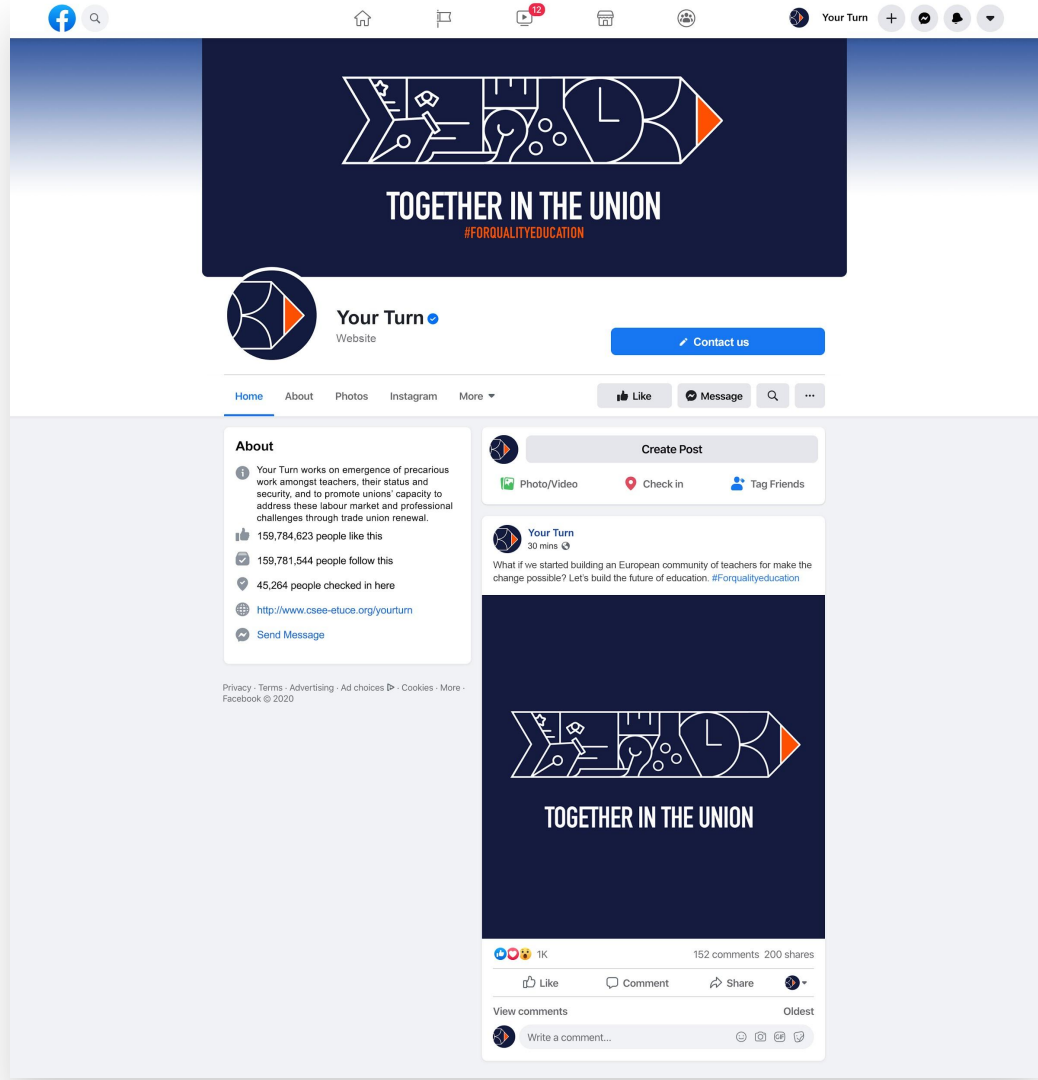




# Identity assets

To make the campaign impactful at a **European level**, it is very important to maintain visual consistency. This is why we have produced a set of identity assets to be customised by the education trade union's channel in accordance with the overall campaign.

For this reason it is important to fix a common date for the launch when all organisations who wish to join the campaign can “dress” their channels (Facebook, LinkedIn, Twitter and Instagram) with the campaign assets for at least one week. This will allow the campaign to be seen as an Europe-wide coordinated action.



# Column template

We have created a column template to create customisable pieces of contents in order to share stories. Through the template, the education trade unions can give people (e.g. trade union members, teachers, educators, academic staff, other education personnel, etc) the opportunity to share their stories during the campaign.

Columns are available in different formats according to each social channel. It is possible to edit all elements: **pictures, text, and logo**. The open files contain design guidelines to keep the correct proportions and respect the layout.

These pieces of content aim to tell people's stories, therefore write captions that focus on storytelling and be empathetic by using a familiar and emotional tone of voice..



# Community management

## If content is king, community is queen

Building an online community is not easy and requires the investment of a lot of effort in community management and PR actions. However, here you can find some guidelines to keep your community active:

- Respond to comments on social media. It helps you to create a dialogue and increase the engagement rate and reach.
- However, don't try to change people's minds by answering negative comments. Use active moderation and responses to help other people to manage the conversation.
- Always be transparent. If you make a mistake don't delete comments or content (generally speaking). Publicly say that you have made a mistake and apologise.
- If you have a group (on Facebook or LinkedIn) write a policy that all members can read about how moderation and publication work within the group.
- Be kind, use a positive tone of voice, and try to write customised responses rather than using a copy and paste approach
- Try to use "direct contact" when you respond to comments, e.g. : "Hi, [Name]"
- Use inclusive language, e.g. don't use only masculine adjectives to refer to your general public.

# Monitoring and analysis

## Keep everything under control

Data analysis is fundamental to improving your communication. It helps you to know your audience better, understand what kinds of content they prefer, and what kind of issues and topics they find engaging. Data analysis can help you:

- Determine where to Invest budget if you run paid advertising.
- Create data-driven content focusing on what your target audience needs or wants.
- Analyse the success of campaigns in terms of reach and engagement.
- Understand the impact of h digital channels on offline activities.
- Which kinds of activity or content lead to conversions (eg. membership)

In order to build an impactful strategy, it is fundamentally important to make a report focused on social media in order to build an impactful strategy starting from data. Each social channel has its own platform to collect insights from with easy to download ready-to-use reports.

**03.**

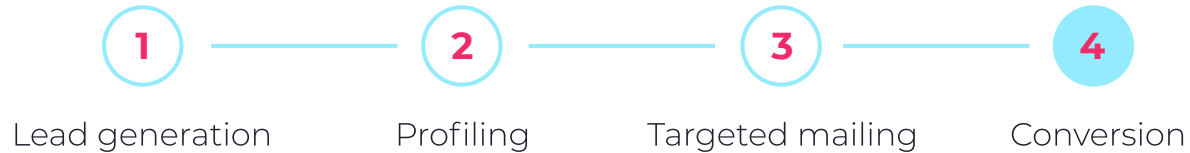
**Newsletter**

# The flow

## From lead generation to activation

Direct mail remains one of the most important channels to reach targeted audiences for conversions to membership. Direct mail, however, can be a complicated process and require time. In order to create impactful direct mail content, it is important to build a strategy and use tools to profile your audience to write targeted copy. You should begin with lead generation – both on and offline. In order to increase the lead generation, it is a good idea to create ‘special content’ which is promoted online but only available through direct mail.

### MAILING



# Tracking and Profiling

## Know your audience

In order to make direct mail successful it is fundamental to profile the database and to make sure that the contacts list is always up to date. Each CRM has its own system to profile the database and create lists.

To profile the audience:

- Ask information for when a new user subscribes. You can add questions in the form and collect demographic and qualitative data. This way you will be able to create different contact lists.
- Create lists according to user behaviour or status. For example: education trade union members, non-members, active users, etc. In order to do this, you will need to track and monitor contacts by analysing newsletter data (open rate, click to rate, etc).

Profiling and tracking direct mail is important as a “Send All” option is no longer successful. Each audience has its own needs and different levels of engagement. Creating lists is fundamental to building an editorial plan, determining newsletter frequency, and deciding which kinds of content to include in the email.

# Content types

## How to write a newsletter

There are three different kinds of newsletters. These three approaches can be used in the same newsletter with more than one section, or they can be sent as different newsletters from the same education trade union to different contact lists.

- **Promotional:** as with email marketing actions, this newsletter is focused on a product, service, or action. They ask the reader something with a clear call to action. They are generally short and infrequent.
- **Editorial:** a newsletter with a set frequency (weekly, monthly, etc) containing original content. This style of newsletter is written like a traditional letter addressed to the audience or target and features high quality content.
- **Curatorial:** This style of newsletter is like a collection of articles and content written by others but curated by the education trade union to keep update about services, legislations, news, and so on.

A good strategy is to use a combination of these three different approaches, writing targeted newsletters according to the level of engagement of the audience. Direct mail is an ongoing relationship that requires time, but it has one of the highest conversion rates among digital channels.



## Newsletter Material

To promote the campaign newsletter, headers (which can easily be included in one of your newsletters) have been created. All of these headers are already translated in English, Estonian, Dutch, French, German, Polish, Italian, Spanish, and are ready to use.

We advise that it would be beneficial to send a campaign coordinated newsletter during the launch stage of the campaign. As a national education trade union, within this first email of the campaign, the most important point is to explain what education trade unions are doing at a European level, i.e. what can be achieved together through collaborative work.

We would advise sending a second newsletter 15 days later to make a further push for the campaign. Remember to include a clear call to action and add a tracked link in the button.



### As Europe plans the exit from COVID-19 shutdown, leaders must listen to education personnel and their trade unions

The COVID-19 pandemic is far from over, but several European countries are taking cautious first steps towards ending the lockdown. The EU is trying to offer a framework for these exit strategies, with the Commission and the Council releasing a joint roadmap. ETUCE welcomes the attempt to support a...[Read more](#)



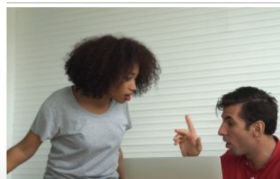
### Shape the Future of Europe with Teachers! Education trade unions call for public investment in quality education as Europe looks to reopen after COVID-19

Shape the Future of Europe with Teachers! Education trade unions call for public investment in quality education as Europe looks to reopen after COVID-19. COVID-19 is a new and rapidly evolving crisis for Europe's education systems. Closures have created pedagogical chaos for teaching and exams, wh...[Read more](#)



### Labour Day 2020 – Let's celebrate education workers and guarantee public investment in quality education for all!

1 May 2020 will be an International Workers' Day to remember. In most of Europe, the traditional parades, marches, and festivities to celebrate working people and their struggles will be suspended due to the COVID-19 pandemic. This disease is not only a health crisis; it is also a social and econom...[Read more](#)



### The COVID-19 pandemic must not set the clock back on gender equality

The COVID-19 pandemic and the quarantine measures implemented by most European governments are especially hard on women, as recently pointed out by the European Institute for Gender Equality (EIGE). Women are more likely to face a significant increase in unpaid care work, precarious employment schem...[Read more](#)

**04.**

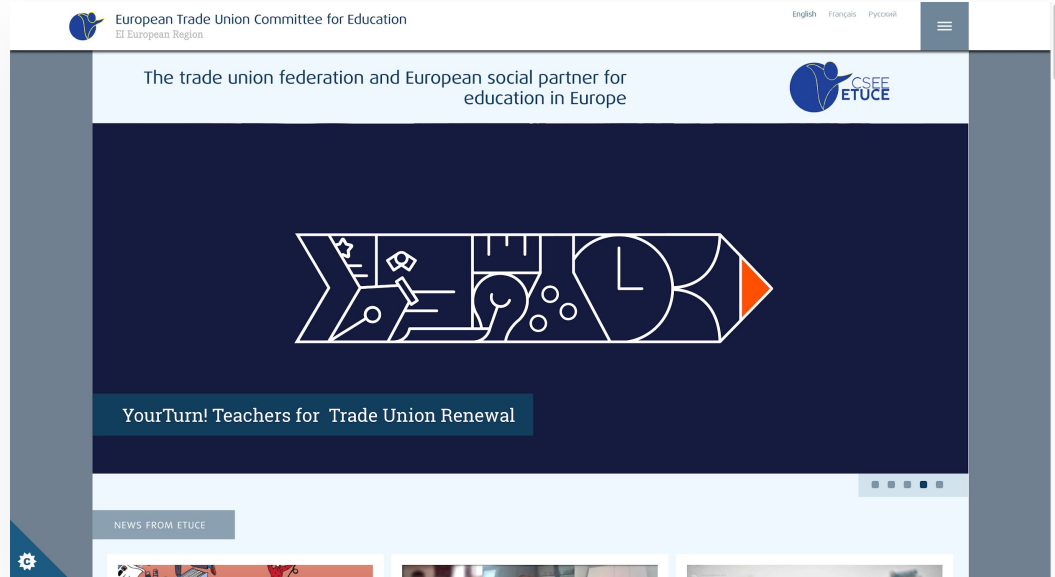
**Website**

## Link in homepage

### Share the project

Assets for the header of the website page have been prepared to highlight the campaign in the slider of the homepage.

If you cannot change the content of your slider you can add a banner in your homepage by using the main key.



## A dedicated page Engage the unions

ETUCE will update the project page (landing page for raising online awareness and action campaign).

ETUCE will add sections to share stories and experiences between ETUCE member organisations as they engage in the process of union renewal. ETUCE will provide a European-wide platform for individual users to be informed about the educational trade union's work at national and at European levels, as well as to locate ETUCE member organisations geographically through a unions' locator tool.

These improvements have been designed to remain as feasible as possible within the existing structure of the ETUCE website.



## Blog article

### Talk about the project and improvements

If you wish to give more space to the campaign, you can write an article to coincide with the launch of the campaign and discuss the project outcomes so far.

You can also use blog posts as content to share in other channels such as social media and newsletters. When writing an article or blog post, remember to use plain and simple language, help the reader by using titles, subtitles, and bolded text to highlight key elements.



23 SEPTEMBER 2020

### ETUCE Conference “Your Turn! Teachers for trade union renewal” discusses transformative trade unionism in education

The first day of the concluding conference of the two-year project “YOUR TURN! Teachers for trade union renewal” took place online today, 23...

[Read more ...](#)

**05.**

**Offline**

## Print package

### Offline materials

Even though the communication campaign will be mainly spread online by using social media, a package for print material has also been made available.

The package includes:

- **A printable poster** that can be used during actions and demonstrations, or in local/branch offices and so on.
- **A flyer template** which is editable. Each education trade union can write in their own language so that the template can be used as communication material for union representatives at a local/branch level.

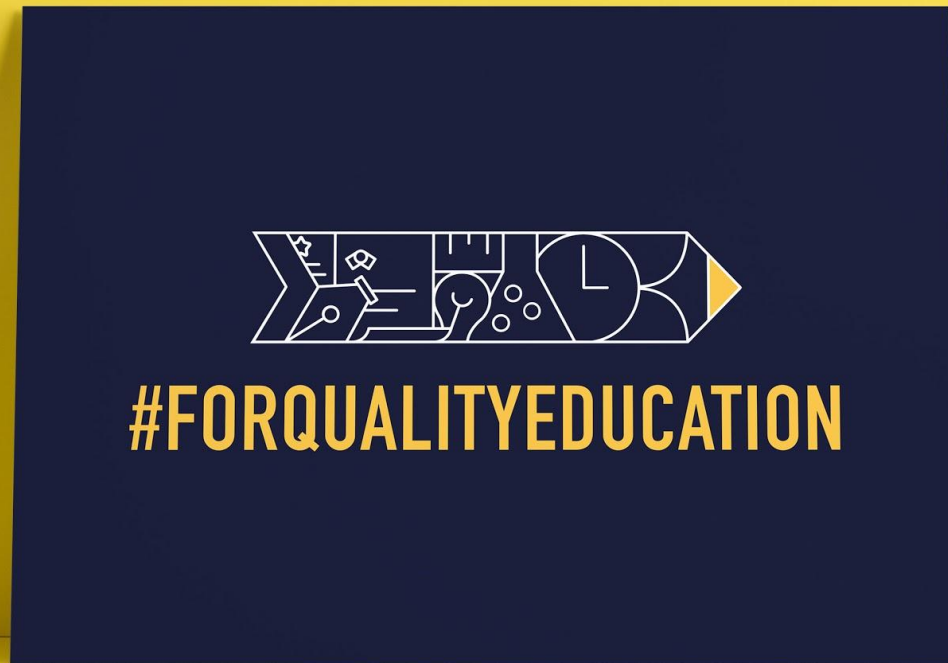


## Printable poster

### A ready to use printable poster.

The poster shows the main campaign message in English as it is the core title and hashtag of the campaign.

The poster can be easily printed in A3 format (or less) and be used for demonstrations or as an ad to be distributed at local/branch offices or other strategic offline sites.





# Flyer template

**A dual sided flyer template:** the front features the coordinated key visual and logo campaign with the main message and hashtag. On the back, we have created an editable layout in which each education trade union can add its own content and logo.

This flyer can be distributed in strategic offline sites and events and can be a useful tool for local/branch union representatives.



**06.**

**We are Latte**

Abstract blue shapes consisting of two small circles and a large, irregular blob-like shape, all in a vibrant blue color, set against a dark blue background.

**we  
are  
latte.**

**Latte was born in 2010 from the experience of a team of web professionals who share a passion for making a difference through new media.**

We help public and nonprofit sector to reach their communication, advocacy and campaign goals.

We provide digital and creative solutions for campaigning needs: from awareness raising to fundraising, advocacy, user experience, list building and community management.

We are Latte Creative and **we campaign with you.**



**Daniel Santos**  
Project Manager



**Lorenzo Terragna**  
Creative Director



**Nicole Romanelli**  
Copywriter



**Antonella Romano**  
Art director



**Thank  
You.**

Rome, Turin, Bruxelles, Buenos Aires

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